

Amendments to the Claims:

The following claims will replace all prior versions of the claims in this application:

1. (Currently Amended) A method for ~~bulk purchasing of~~ communicating data content, said method comprising:
 ~~receiving~~ communicating broadcast information to a receiver via digital radio broadcast; ~~comprising advertisement content and multimedia data content;~~
 ~~rendering said broadcast information using a man-machine interface;~~
 receiving information regarding one or more actions entered in a man-machine interface of said receiver and tracking said one or more actions entered in said man-machine interface in response to said rendered broadcast information, said one or more actions associated with multimedia data content of interest; and
 accumulating said information regarding said one or more actions until a predetermined threshold associated with said actions is reached, and ~~upon~~
 after reaching said threshold: threshold, communicating a request for said data content of interest.
 ~~establishing a communication link with an order placement service;~~
 ~~exchanging system information;~~
 ~~authenticating said receiver based upon said exchanged system information;~~
 ~~synchronizing said order placement services with a broadcast server; and~~
 ~~placing an electronic order for said data content of interest based upon said synchronization.~~
2. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 1, wherein said actions include any of the following: storing said ~~rendered broadcast data~~ information rendered at said receiver, clearing said ~~rendered broadcast data~~ information rendered at said receiver, purchasing products advertised in said ~~rendered broadcast data~~ information rendered at said receiver, purchasing said ~~multimedia data content of interest~~, or browsing other broadcast data.
3. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 1, ~~wherein said exchanged~~ comprising receiving system information from said receiver, wherein said system information comprises time stamp information and random number information.

4. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 3, wherein said time stamp information is a global positioning system (GPS) time stamp.

5. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per ~~claim 3, wherein said step of authentication is based upon said random number information~~ claim 1, comprising authenticating said receiver.

6. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 3, comprising communicating with an order placement service for placing an electronic order and synchronizing said order placement service with a server, wherein said ~~step of~~ synchronizing is based on said time stamp information.

7. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per ~~claim 3, wherein said man-machine interface further comprises a graphical user interface (GUI).~~ claim 1, comprising placing an order for said data content of interest.

8. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per ~~claim 1~~ claim 6, wherein said ~~communication link is established~~ communicating a request for said data content of interest is carried out via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

9. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 1, wherein said method further comprises ~~the step of electronically receiving~~ processing said multimedia data content of interest for digital radio broadcast to said receiver.

10. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 1, wherein said method further comprises ~~the step of~~ delivering said multimedia data content of interest on an article of manufacture.

11. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 10, wherein said article of manufacture is any of the following: CD-

ROM, DVD, magnetic tape, optical disc, hard drive, floppy disk, ferroelectric memory, flash memory, ferromagnetic memory, optical storage, charge coupled devices, magnetic or optical cards, smart cards, EEPROM, EPROM, RAM, ROM, DRAM, SRAM, or SDRAM.

12. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 1, wherein said digital radio broadcast information is ~~broadcast over an in-band on-channel (IBOC) network~~ digital radio broadcast.

13. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per ~~claim 1~~ claim 7, wherein said predetermined threshold is comprises any of the following:

a threshold indicating number of actions to be recorded before placing said ~~electronic order, or order;~~ and

a threshold indicating either a download time limit or content size, size to be reached before placing said ~~electronic order~~.

14. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 1, wherein said threshold is modifiable over a network.

15. (Currently Amended) A method for ~~bulk purchase of~~ communicating data content, as per claim 1, wherein said received broadcast information is in a format suitable for reception by ~~a consumer electronics~~ an in-band on-channel digital radio receiver.

16. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, said method comprising:

receiving broadcast information at a receiver via digital radio broadcast; ~~comprising advertisement content and multimedia data content from a broadcast server;~~

rendering said broadcast information using a man-machine interface;

tracking one or more actions entered in said man-machine interface ~~in response~~ relating to said rendered broadcast information, said actions associated with ~~multimedia data~~ content of interest; and

after a predetermined threshold associated with said actions is reached,
communicating a request for said data content of interest.

~~establishing a communication link with said broadcast server;~~

~~exchanging system information comprising at least random number information;~~
~~authenticating said receiver based upon said random number information;~~
and
~~receiving a confirmation notice from said broadcast server after placing an electronic order regarding said multimedia data content of interest with an order service, said broadcast server placing said electronic order after accumulating a predetermined threshold of such orders.~~

17. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, wherein said actions include any of the following: storing said rendered broadcast data, clearing said rendered broadcast data, purchasing products advertised in said rendered broadcast data, purchasing said multimedia data content of interest, or browsing other broadcast data.

18. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, wherein said man-machine interface further comprises a graphical user interface (GUI).

19. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, wherein said system information includes time stamp information and random number information, wherein said time stamp information is a global positioning system (GPS) time stamp.

20. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, ~~wherein said communication link is established~~ comprising communicating with a server via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

21. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, wherein said method further comprises ~~the step of electronically receiving said multimedia~~ data content of interest.

22. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, ~~wherein said method further comprises the step of delivering said multimedia content of interest on an article of manufacture comprising sending system information for authenticating said receiver.~~

23. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 22, ~~wherein said article of manufacture is any of the following: CD-ROM, DVD, magnetic tape, optical disc, hard drive, floppy disk, ferroelectric memory, flash memory, ferromagnetic memory, optical storage, charge coupled devices, magnetic or optical cards, smart cards, EEPROM, EPROM, RAM, ROM, DRAM, SRAM, or SDRAM claim 16, comprising sending a request for placing an electronic order for said data content of interest.~~

24. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, wherein said digital radio broadcast information is broadcast over an in-band on-channel (IBOC) network digital radio broadcast.

25. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per ~~claim 16~~ claim 23, wherein said predetermined threshold is comprises any of the following:

a threshold indicating number of actions to be recorded before placing said electronic order, ~~or order;~~ and

a threshold indicating either a download time limit or content size, before placing said electronic order.

26. (Currently Amended) A method for ~~bulk purchase of~~ requesting data content, as per claim 16, wherein said threshold is modifiable over a network.

27-56. (Cancelled)

57. (New) An apparatus for communicating data content, comprising:
a processing system; and
memory coupled to the processing system,
wherein said processing system is configured to:

process broadcast information for communication to a receiver via digital radio broadcast;

receive information regarding one or more actions entered in a man-machine interface of said receiver and track said one or more actions, said one or more actions associated with data content of interest;

accumulate said information regarding said one or more actions until a predetermined threshold associated with said actions is reached; and

after reaching said threshold, communicate a request for said data content of interest.

58. (New) The apparatus of claim 57, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said data content of interest, or browsing other broadcast data.

59. (New) The apparatus of claim 57, wherein the processing system is configured to receive system information from said receiver, wherein said system information comprises time stamp information and random number information.

60. (New) The apparatus of claim 59, wherein said time stamp information is a global positioning system (GPS) time stamp.

61. (New) The apparatus of claim 57, wherein the processing system is configured to authenticate said receiver.

62. (New) The apparatus of claim 59, wherein the processing system is configured to communicate with an order placement service for placing an electronic order for said data content of interest.

63. (New) The apparatus of claim 62, wherein the processing system is configured to communicate with said order placement service via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

64. (New) The apparatus of claim 57, wherein the processing system is configured to process said data content of interest for digital radio broadcast to said receiver.

65. (New) The apparatus of claim 62, wherein said predetermined threshold comprises any of the following:

a threshold indicating number of actions to be recorded before placing said electronic order; and

a threshold indicating either a download time limit or content size to be reached before placing said electronic order.

66. (New) The apparatus of claim 57, wherein the processing system is configured to modify said threshold in response to a request submitted over a network.

67. (New) The apparatus of claim 57, wherein said digital radio broadcast is an in-band on-channel digital radio broadcast.

68. (New) An apparatus for requesting data content, comprising:

a processing system;

memory coupled to the processing system; and

a man-machine interface coupled to said processing system,

wherein said processing system is configured to:

receive broadcast information at a receiver via digital radio broadcast;

render said broadcast information using said man-machine interface;

track one or more actions entered in said man-machine interface relating to said rendered broadcast information, said actions associated with data content of interest; and

after a predetermined threshold associated with said actions is reached, communicate a request for said data content of interest.

69. (New) The apparatus of claim 68, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said data content of interest, or browsing other broadcast data.

70. (New) The apparatus of claim 68, wherein said man-machine interface further comprises a graphical user interface (GUI).

71. (New) The apparatus of claim 68, wherein the processing system is configured to send a request for placing an electronic order for said data content of interest.

72. (New) The apparatus of claim 71, wherein the processing system is configured to send system information for authenticating said receiver.

73. (New) The apparatus of claim 68, wherein said digital radio broadcast is an in-band on-channel digital radio broadcast.

74. (New) The apparatus of claim 71, wherein said predetermined threshold comprises any of the following:

- a threshold indicating number of actions to be recorded before placing said electronic order; and

- a threshold indicating either a download time limit or content size, before placing said electronic order.

75. (New) The apparatus of claim 68, wherein the processing system is configured to modify said threshold in response to a request submitted over a network.

76. (New) An article of manufacture comprising a computer readable medium having computer readable program code embodied therein for communicating electronic data, said computer readable program code adapted to cause a processing system to:

- process broadcast information for communication to a receiver via digital radio broadcast;

- receive information regarding one or more actions entered in a man-machine interface of said receiver and track said one or more actions, said one or more actions associated with data content of interest;

- accumulate said information regarding said one or more actions until a predetermined threshold associated with said actions is reached; and after reaching said threshold, communicate a request for said data content of interest.

77. (New) The article of manufacture of claim 76, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in

broadcast information rendered at said receiver, purchasing said data content of interest, or browsing other broadcast data.

78. (New) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to receive system information from said receiver, wherein said system information comprises time stamp information and random number information.

79. (New) The article of manufacture of claim 78, wherein said time stamp information is a global positioning system (GPS) time stamp.

80. (New) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to authenticate said receiver.

81. (New) The article of manufacture of claim 78, wherein the computer readable program code is adapted to cause the processing system to communicate with an order placement service for placing an electronic order for said data content of interest.

82. (New) The article of manufacture of claim 81, wherein the computer readable program code is adapted to cause the processing system to communicate with said order placement service via any of the following protocols: point-to-point protocol (PPP), transmission control protocol/Internet Protocol (TCP/IP), user datagram protocol (UDP), or wireless datagram protocol (WDP).

83. (New) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to process said data content of interest for digital radio broadcast to said receiver.

84. (New) The article of manufacture of claim 81, wherein said predetermined threshold comprises any of the following:

a threshold indicating number of actions to be recorded before placing said electronic order; and

a threshold indicating either a download time limit or content size to be reached before placing said electronic order.

85. (New) The article of manufacture of claim 76, wherein the computer readable program code is adapted to cause the processing system to modify said threshold in response to a request submitted over a network.

86. (New) The article of manufacture of claim 76, wherein said digital radio broadcast is an in-band on-channel (IBOC) digital radio broadcast.

87. (New) An article of manufacture comprising a computer readable medium having computer readable program code embodied therein for communicating electronic data, said computer readable program code adapted to cause a processing system to:

receive broadcast information at a receiver via digital radio broadcast;

render said broadcast information using a man-machine interface at said receiver;

track one or more actions entered in said man-machine interface relating to said rendered broadcast information, said actions associated with data content of interest; and

after a predetermined threshold associated with said actions is reached, communicate a request for said data content of interest.

88. (New) The article of manufacture of claim 87, wherein said actions include any of the following: storing broadcast information rendered at said receiver, clearing broadcast information rendered at said receiver, purchasing products advertised in broadcast information rendered at said receiver, purchasing said data content of interest, or browsing other broadcast data.

89. (New) The article of manufacture of claim 87, wherein said man-machine interface further comprises a graphical user interface (GUI).

90. (New) The article of manufacture of claim 87, wherein said computer readable program code is adapted to cause the processing system to send a request for placing an electronic order for said data content of interest.

91. (New) The article of manufacture of claim 87, wherein said computer readable program code is adapted to cause the processing system to send system information for authenticating said receiver.

92. (New) The article of manufacture of claim 87, wherein said digital radio broadcast is an in-band on-channel (IBOC) digital radio broadcast.

93. (New) The article of manufacture of claim 90, wherein said predetermined threshold comprises any of the following:

a threshold indicating number of actions to be recorded before placing said electronic order; and

a threshold indicating either a download time limit or content size, before placing said electronic order.

94. (New) The article of manufacture of claim 87, wherein said computer readable program code is adapted to cause the processing system to modify said threshold in response to a request submitted over a network.